

A GIFT OF LIFE INSURANCE ENSURES THE CLEMSON LEGACY

Clemson University is the direct result of the vision and legacy of Anna Calhoun Clemson and Thomas Green Clemson. When he signed his will on Nov. 6, 1886, the Clemsons' long-awaited vision for establishing a "high seminary of learning" was created. It was also a true testament to the power of planned giving. The Clemsons and others like them had a strong desire to utilize their assets in a way that reflected their own personal values. You have that ability as well.

A LEGACY OF GIVING

Life insurance may sound like a dull subject for many, but at Clemson a gift of life insurance helps ensure that the University's dynamic mission to provide not just a great education, but also an exceptional one, continues in perpetuity. It's true that most people own some type of life insurance because of its unique ability to satisfy the need for financial protection, but its role in planned giving is often overlooked. Did you know that your life insurance policy could become the direct funding of substantial gift to Clemson for a relatively modest annual outlay?

A GIFT WITH BENEFITS FOR EVERYONE

A gift of life insurance greatly benefits the students, faculty and programs at Clemson for years to come and benefits you as well. There are various ways in which you can use life insurance to accomplish your goal of supporting Clemson while reducing your tax burden.

The first way is to gift an existing policy and assign all the dividends to Clemson for its use. This eliminates out-of-pocket contributions. Another way is to retain ownership and simply change the beneficiary designation to Clemson. You can also make a partial beneficiary designation (such as a specific percentage of the policy's value) as another way to use life insurance for gifting.



A GREAT WAY TO PAY IT FORWARD

Clemson supporters who work with companies that offer life insurance and retirement benefits often designate Clemson as the beneficiary as a way of “paying it forward” to those who will follow in their footsteps. Other alumni and friends may purchase policies on their own and designate Clemson as the beneficiary – a small investment with big returns.

As with all planned giving, there are attractive tax incentives. If you transfer an existing policy, it may generate a charitable tax deduction and reduce your taxable estate. If you purchase a new policy, you receive a tax deduction for the gift and for the additional contributions you make in order to cover the annual premium payments.



Donor establishes/gifts
life insurance policy



Clemson

Donor's Family

THERE'S NO TIME LIKE THE PRESENT

We would be honored to provide you the information to make a gift of life insurance. A staff member is available to meet with you and your insurance agent if needed. To learn more about the Clemson Legacy Society program, visit clemsongiving.org or call 864-656-0663. We are equipped to discuss various ways for you to give to Clemson that satisfy your personal financial objectives and support the life-changing educational experience for Clemson students today, tomorrow and forever.

CLEMSON
UNIVERSITY

This information is not intended to provide legal or accounting advice, or to address specific situations. Please consult with your legal or tax adviser.

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ClemsonForward will position Clemson for the next 50 years and make an impact on real issues facing the people of our state and nation. Clemson Forever supports the goals of ClemsonForward through its unrelenting mission to strengthen the University by building a solid financial base of private giving, providing exemplary stewardship of those gifts and clearly communicating to donors the impact of their gift and the gratitude of the Clemson Family.

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